

Highlights of Achievements in 2007

Trust and confidence in government

Public opinion research conducted in 2007 shows that the City's commitment to a multi-pronged ethics program is increasing the public's trust and confidence in municipal government. Residents rated Santa Clara very highly on safety and as a place to do business, a place to raise a family and overall as a place to live. In September, the Vote Ethics 2006 program celebrated at the League of California Cities statewide conference with a Helen Putnam Award for Excellence. Earlier in 2007, the Vote Ethics campaign won national and statewide awards – one from the Public Relations Society of America, one from the International Institute of Municipal Clerks – and another statewide honor from the City Clerks Association of California.

Care and respect for other living things

The innovative Animal Care Center completed its first year of operation, providing licensing, field services and homeless animal sheltering in a state-of-the-art facility. It is operated by the Silicon Valley Animal Control Authority, a joint agency of the cities of Santa Clara, Campbell and Monte Sereno.

Serving today's and tomorrow's seniors

The remodeled and expanded Senior Center opened this year and has achieved record use. It is the largest senior center in the Bay Area and the first with a natatorium (three indoor pools). The Center features a fitness center and wellness programs, coffee bar, computer lab, and areas for ceramics, painting, billiards, games, woodshop and lounging. The number of older adults living in Santa Clara is expected to increase significantly over the coming years as more Baby Boomers achieve senior status.



Critical decisions for the future

As this Annual Report/City Calendar was being prepared, the City was continuing its feasibility study of the proposal by the 49ers to construct a football stadium on City-owned land, land that is currently under long term lease to Great America for theme park parking. Another land use issue -- the proposed development of 90 N. Winchester, the former site of the University of California's Bay Area Research and Extension Center (BAREC) -- will be on the February 2008 ballot. The proposed development includes up to 165 units of affordable senior housing with approximately 2.5 acres of garden area, 110 units of market rate single family housing, and a 1-acre public park.



Sustainability: what you do today affects tomorrow

Sustainability relies on everyone understanding that our actions as individuals and as community have far-reaching consequences. What we do to meet today's needs will impact the finite natural resources of the planet.

As a community with its own municipal Electric Utility and Water Utility, the City of Santa Clara has the opportunity and responsibility to respect and care for fragile ecosystems. Our community has committed to reducing carbon dioxide emissions (greenhouse gases) and mitigating global warming by signing the U.S. Mayor's Climate Protection Agreement and participating in regional programs on green building, energy efficiency, and other actions that will protect the environment.



Silicon Valley Power, the City's Electric Utility, has numerous programs in place to provide renewable energy and encourage residents and businesses to reduce energy use. Our Water Utility publishes an annual report to provide information on the quality of drinking water, and it is working closely with other water agencies to educate the public on the need to make water conservation a routine part of daily life. Articles in the quarterly City newspaper, *Inside Santa Clara*, describe how residents and businesses can save energy, reduce water use, and protect the environment with simple and convenient actions.

The City of Santa Clara appreciates our natural environment in many ways. Our 40-acre Ulistac Natural Area showcases California native vegetation and preserves wildlife habitat. The City has invested in planting thousands of street trees throughout the

community for environmental advantages as well as beauty, shade, and increased property values. An ongoing goal is to maintain Santa Clara's status as a Tree City U.S.A., a distinction it has earned for 20 consecutive years. This is just one of many awards Santa Clara has won for its environmentally-friendly initiatives.

Can one person make a difference? Absolutely. The actions of each individual either contribute to the problem, or the solution. It takes individual action to recycle the morning newspaper, turn off a light as you leave the room, or leave the car at home and walk to the corner store. Together – as individuals and as a community – we can take actions that will sustain the Earth and our quality of life for future generations.